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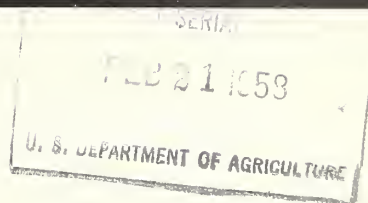


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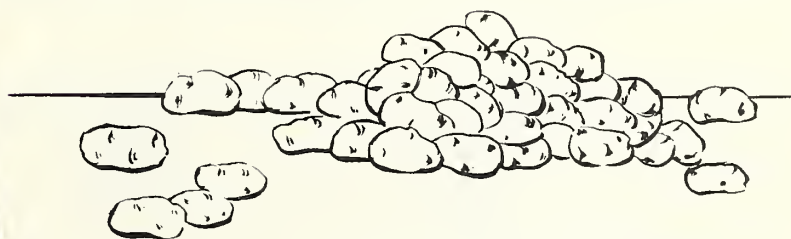
February 1958

# 1958

## ACREAGE-MARKETING GUIDES



Summer Potatoes



Fall Potatoes

UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service AMG-5

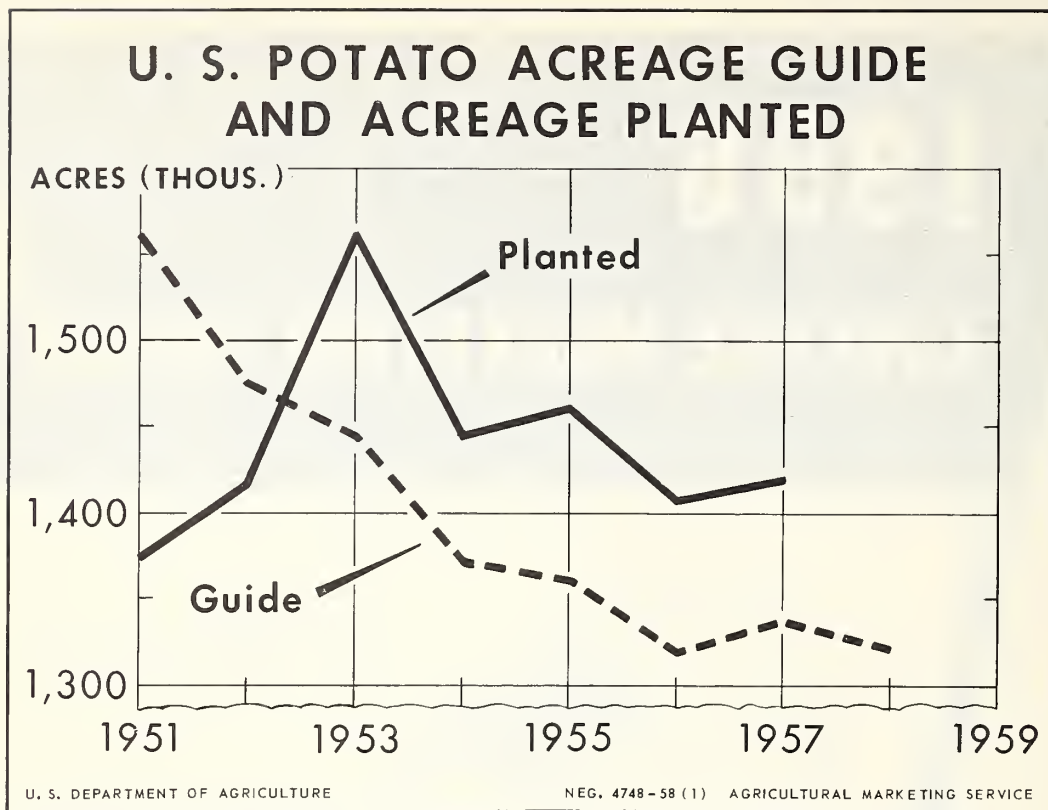


Figure 1

Crop Year	: : Acreage : Guide	: : Acreage : Planted	: : Planted as : percentage : of Guide
	1,000 acres	1,000 acres	percent
1951	1,560,300	1,373,200	88
1952	1,475,100	1,416,800	96
1953	1,443,000	1,562,600	108
1954	1,370,000	1,431,200	104
1955	1,360,600	1,460,500	107
1956	1,316,300	1,406,300	107
1957	1,336,100	1,419,200	106
1958	1,319,100	-	-

## F O R E W O R D

The acreage-marketing guides program for potatoes is directed toward balancing the supply with market requirements. The objective of the program is an attempt by the U. S. Department of Agriculture to provide estimates of the acreage required, with average yields, to supply the quantity deemed necessary to meet the market need anticipated for the coming season.

On the basis of the latest information, specific recommendations are developed for each state. Recognition is given to trends, both in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered. However, the recommendations are based upon the assumption that average growing conditions will prevail in the following season. The acreage recommendation is presented in terms of a percentage change from the acreage for the preceding year. Growers may apply this percentage-change recommendation to their individual operation. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guides program is that, given the best information possible, the grower will be in a better position to make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary.

## CONTENTS

	<u>Page</u>
Summary of Adjustments . . . . .	1
Demand and Economic Activity in the Last Half of 1958 . . . . .	1
Demand for Summer and Late Potatoes in 1958-59 . . . . .	2
Production and Marketing Materials and Facilities . . . . .	2-3
Surplus Removal Operations . . . . .	3
Summary of 1958 Marketing Guide . . . . .	3
1958 Summer and Fall Acreage Guides by States . . . . .	4
1958 Winter and Spring Acreage Guides by States . . . . .	5
Seasonal Summary of 1958 Acreage-Marketing Guides . . . . .	5-7
Highlights of the Potato Industry . . . . .	7-8
1957 Highlights . . . . .	9-10
The Potato Industry in Selected Production Areas . . . . .	10-18
Charts . . . . .	19-22
Potato Acreage and Production, 1950-57 . . . . .	23



1958 ACREAGE-MARKETING GUIDES  
Summer Potatoes - Fall Potatoes

I. SUMMARY OF ADJUSTMENTS

The primary purpose of acreage-marketing guides is to bring about a needed percentage change in planted acreage from that of the preceding year so that the resulting supply will be in line with market requirements. Since the individual grower almost certainly knows the acreage of potatoes planted on his farm in 1957, he should adjust his own acreage in accordance with the individual State guide. For example, where it is recommended that the State's 1958 potato acreage be decreased 5 percent from the acreage planted in 1957, all potato growers should decrease their acreage by 5 percent. The recommended acreage adjustments necessarily assume normal weather conditions, usual planting and harvesting schedules, and normal marketing patterns for potatoes. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for usual market requirements under prospective demand conditions.

II. DEMAND AND ECONOMIC ACTIVITY IN THE LAST HALF OF 1958

Demand in the summer and fall of 1958 probably will be maintained around the record high levels of 1957. Although most indicators of economic activity have eased in recent months, consumer income after taxes was well maintained in the closing months of 1957 as increases in Government payments for social security and unemployment insurance partially offset small declines in wages and salaries.

Economic activity continued to expand throughout most of 1957, but the rate of growth was slower than in 1956 and industrial production and employment have declined in recent months. These cutbacks reflect the leveling off in business investment outlays, consumer buying, and purchases by the Federal Government.

Some weakening in investment demand and prospects for no real strength in the consumer and government sectors are expected to lead to some further easing in industrial production, employment and income in the next few months. However, the effect on consumer incomes is not likely to be large enough to materially change demand for food.

Construction activity in general in 1958 is expected to be maintained at or above the 1957 record level, and State and local government spending will continue to rise. The Federal Government will increase its spending, particularly on national security programs, above what was indicated a few months ago. Government outlays in the last half of 1958 may be up considerably from current levels.

Demand For Summer and Late Potatoes in 1958-59: While a given quantity of potatoes will bring better prices if consumer incomes are high, changes in potato supply have much more influence on prices than do changes in incomes. The demand for summer and late potatoes during the 1958 crop marketing season is expected to be at least equal to that of a year earlier. Prices received by farmers for potatoes, compared with a year earlier, will depend largely upon the volume produced and marketed. Production much in excess of guide recommendations would be expected to result in marketing difficulties.

### III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Supplies of equipment, materials and facilities for the production, packaging, and distribution of potatoes should be ample during the summer and fall of 1958.

An adequate supply of farm machinery and equipment is expected. Production of machinery was increased somewhat during 1957 to meet increased demand. There is, however, a sufficient reserve manufacturing capacity to take care of any foreseeable demands. All other production supplies, such as fuel, implements, trucks and truck tires, are expected to be ample.

Supplies of fertilizers and pesticides should be ample for the production of potatoes. However, exceptional infestations could quickly cause local shortages of some pesticides. Growers should place their orders early for at least the minimum requirements of these materials.

Containers: All types of basic container materials at present are in ample supply. The containers and packaging industry continues to expand production capacity and develop new products to meet the growing demands for shipping containers as well as for consumer size containers and protective packaging materials. There is every indication that the supply will be sufficient to meet all needs in 1958.

Manpower: The over-all availability of farm manpower in 1958 is expected to be greater than in 1957, especially if current trends in employment continue. This will be especially true of seasonal workers. The supply of experienced year-round workers, however, is expected to continue tight. Because of advances in technology, these workers are becoming of increasing importance to agricultural production. The skills which these workers have acquired offer an attractive source of recruitment for expanding industrial plants. If an adequate supply of workers in this segment of our work force is to be maintained, improvement in employment conditions must keep pace with non-farm jobs. This includes improved housing and more continuity of employment.

More effective recruitment and fuller utilization of the domestic work force are assured when planned in close cooperation with the Employment Service offices. This is especially important where large numbers of



workers are needed for short seasonal employment. These offices also are in a position to arrange for employment, under contract, of off-shore domestic and foreign labor if the supplies of local and migrant labor prove inadequate.

Transportation: Facilities should be ample for transporting the production from the recommended acreage of 1958 summer and fall potatoes. The supply of trucks and trailers will be ample. The supply of railroad cars also should be adequate if weather conditions permit normal patterns of production and loading in 1958. Any shortages which occur should be temporary.

#### IV. SURPLUS REMOVAL OPERATIONS

Compliance with potato acreage marketing guides is voluntary. The Department, therefore, does not commit itself to provide any assistance in disposing of excess supplies which may occur during any crop year. By providing growers with the necessary information, the Department expects that potato acreage can be adjusted so that the resulting supply will be in balance with market requirements. Before planting time, growers should take every precautionary measure possible to assure themselves of available marketing outlets for their potato production.

Experience has demonstrated that potato producing areas which have available or have taken steps to provide local outlets for excess supplies consisting of culls and other low-grade potatoes, assure themselves of a valuable price stabilizer. Growers and others associated with the marketing of potatoes should develop and use local outlets for low-grade potatoes to the maximum extent. The Department stands ready to provide guidance and suggestions for such endeavors.

#### V. SUMMARY OF 1958 POTATO MARKETING GUIDES AND COMPARISON WITH 1957

Crop Season	: 1958 Marketing Guide	: 1957 Production	: Percentage 1958 Guide is of 1957 Production
	1,000 hundredweight		Percent
Winter	6,342	6,790	93
Early Spring	3,977	4,408	90
Late Spring	24,405	30,104	81
Early Summer	9,051	9,071	100
Late Summer	30,023	31,667	95
Fall:			
8 Eastern States	56,225	60,848	92
9 Central States	34,801	32,347	108
9 Western States	52,790	61,033	86
Total-Fall	143,816	154,228	93
U. S.	217,614	236,268	92

The 1958 acreage guides for the summer and fall crop states are shown on the following page.

1958 POTATO ACREAGE GUIDES  
SUMMER AND FALL CROPS AND SUMMARY FOR ALL CROP SEASONS

Season and State	:	:Percentage	:	Season and State	:	:Percentage
	: 1958	:Guide is of	:		: 1958	:Guide is of
	:Acreage	:1957 planted:	:		:Acreage	:1957 planted
	: Guide	: acreage	:		: Guide	: acreage
	<u>Acres</u>	<u>Percent</u>			<u>Acres</u>	<u>Percent</u>
<u>Early Summer:</u>				<u>Fall:</u>		
Missouri	8,000	100		Maine	130,500	95
Kansas	2,680	96		New Hampshire	2,000	100
Delaware	7,650	85		Vermont	2,300	100
Maryland	2,800	100		Massachusetts	4,595	98
Virginia	30,090	97		Rhode Island	3,200	97
North Carolina	9,500	100		Connecticut	6,500	100
Georgia	2,900	100		New York, L. I.	27,750	90
Kentucky	14,400	100		New York, Upstate	35,000	100
Tennessee	13,000	100		Pennsylvania	46,400	100
Texas	6,630	85		8 Eastern-Fall	258,245	96
Total E. Summer	97,650	96				
				Ohio	12,400	100
				Indiana	5,600	100
<u>Late Summer:</u>				Michigan	45,000	100
Massachusetts	2,100	100		Wisconsin	26,500	100
Rhode Island	1,280	91		Minnesota	74,800	85
New York, L. I.	19,000	100		Iowa	6,000	100
New Jersey	17,500	100		North Dakota	86,700	85
Pennsylvania	3,600	100		South Dakota	9,600	100
Ohio	6,900	100		Nebraska	14,400	100
Indiana	3,200	100		9 Central-Fall	281,000	91
Illinois	2,600	100				
Michigan	6,000	100		Montana	8,490	99
Wisconsin	20,025	89		Idaho	155,480	92
Minnesota	4,660	91		Wyoming	4,335	85
Nebraska	4,900	100		Colorado	43,590	97
Maryland	2,200	100		Utah	9,380	85
Virginia	5,000	100		Nevada	1,530	85
West Virginia	11,000	100		Washington	15,725	85
North Carolina	4,100	100		Oregon	25,015	93
Idaho	9,300	100		California	15,500	100
Wyoming	700	100		9 Western-Fall	279,045	93
Colorado	10,300	86				
New Mexico	2,295	85		Total Fall	818,290	93
Washington	18,275	85		Total Winter	38,700	84
Oregon	10,500	100		Total Spring	188,855	91
California	10,200	100		Total Summer	273,285	96
Total L. Summer	175,635	95		Total Fall	818,290	93
-----				-----		
Total Summer	273,285	96		U. S.	1,319,130	93

1958 ACREAGE-MARKETING GUIDES  
WINTER AND SPRING POTATOES 1/

State and Seasonal Group	:	:Percentage :		:	State and Seasonal Group	:	:Percentage :	
	:	1958	:Guide is of :	:		:	1958	:Guide is of
	:	Acreage	:1957 Planted:	:		:	Acreage	:1957 Planted
	:	Guide	:Acreage :	:		:	Guide	:Acreage
		<u>Acres</u>	<u>Percent</u>				<u>Acres</u>	<u>Percent</u>
<u>Winter:</u>				<u>:Late Spring:</u>				
Florida		18,750	75	:North Carolina		22,735	91	
California		<u>19,950</u>	<u>95</u>	:South Carolina		8,000	100	
				:Georgia		2,000	100	
Total Winter		38,700	84	:Alabama		25,500	100	
				:Mississippi		9,500	100	
<u>Early Spring:</u>				:Arkansas		9,000	100	
Florida		26,945	85	:Louisiana		8,800	100	
Texas		<u>300</u>	<u>100</u>	:Oklahoma		4,500	100	
				:Texas		9,100	100	
Total E. Spring		27,245	85	:Arizona		5,525	85	
				:California		<u>56,950</u>	<u>85</u>	
				:				
				:Total L. Spring		161,610	92	

1/ Winter crop guides announced in August 1957; Spring crop guides announced in November 1957

VI. 1958 POTATO ACREAGE-MARKETING GUIDES

In recent years the supply of potatoes has been in excess of market requirements most of the time. Increases in acreage, yield, and production in major producing areas have tended to offset downward trends in acreage and production in secondary producing areas. Assuming that annual per capita consumption of potatoes holds at the recent level of slightly over 100 pounds, expansion in market requirements will be largely dependent upon growth in population. In recent years expansion in requirements because of growth in population has been more than covered by the upward trend in average yield per acre. Since 1952-53, the average annual gain in yield per acre has been 5 hundredweight. An average gain of only 2 hundredweight was needed to meet population increase requirements.

The acreage guide for 1958 crop potatoes amounts to 1,319,130 acres. This is about 7 percent less than the 1957 plantings of 1,419,120 acres, and about 1 percent less than the 1957 guide of 1,335,857 acres. A reduction of 6 percent in total acreage of summer and fall potatoes is recommended. For summer and fall potatoes, the 1958 acreage guide ranges by States or areas from 85 to 100 percent of the 1957 planted acreage. Acreage guides for the 1958 winter and spring crops, announced during the latter part of 1957, recommended acreage reductions in most of the major producing areas.



The recommended acreage guide for 1958 with recent average yields by States or areas would result in a total crop of 217.6 million hundredweight. This marketing guide is 8 percent less than the 1957 production of 236.2 million hundredweight. For summer and fall potatoes the total marketing guide is 182.9 million hundredweight, 6 percent less than the 195 million hundredweight produced in 1957.

The 1958 marketing guide of 217.6 million hundredweight is based on the following requirements (million hundredweights): food, 175.6; seed 20; and livestock feed, starch, shrinkage and waste, 22. The marketing requirement for food is based on an annual per capita consumption of about 100 pounds.

The 1958 marketing guide is prorated among the States or areas on the basis of the 1951-56 average crop production, adjusted where necessary to follow trends. Production has been translated into acreage by dividing production by the recent average yield per acre by States or areas.

Early Summer Crop: The 1958 acreage-marketing guides for the 10 summer States total 97,650 acres and 9.1 million hundredweight, respectively. A reduction of 4 percent in total early summer acreage is recommended. For Virginia, which usually produces about 30 percent of the crop, an acreage cut of 3 percent is recommended. An acreage cut of 15 percent is recommended for both Delaware and Texas. However, if the 1958 yields in each State approximate the recent average, the resultant production from the 1958 recommended acreage will exceed the 1951-56 average State production. The price level for early summer crop marketings is greatly influenced by the extent of overlap of late spring marketings, the timing of early summer harvest and the potential in availability of late summer supplies.

Late Summer Crop: The 1958 acreage-marketing guides for the 23 late summer States total 175,635 acres and 30 million hundredweight, respectively. A reduction of 5 percent in total acreage of late summer potatoes is recommended. In 17 of the 23 States recommendations are that the acreage planted in 1958 be equal to that planted in 1957. Cuts in acreage ranging from 9 to 15 percent are recommended in six States. An acreage cut of 9 percent is recommended in Minnesota and 11 percent in Wisconsin. If average yields are obtained in both Minnesota and Wisconsin in 1958, production would approximate the 1957 levels. Yields in both Wisconsin and Minnesota in 1957 were substantially below average. A cut in acreage of 14 percent is recommended for Colorado. Yield in Colorado in 1957 was considerably below average. The 1958 acreage guide for Colorado, assuming average yields, would result in a production about equal to that of 1957. An acreage cut of 15 percent is recommended in Washington. Assuming a recent average yield, the 1958 recommended acreage for Washington would result in a production moderately less than in 1957, but slightly more than 1951-56 average production. About 1.1 million hundredweight of Washington's 1957 summer crop were diverted to starch and livestock feed outlets. The price level for late summer crop marketings will be influenced by the level of production

as well as timing of the summer harvest, and the potential in availability of fall crop supplies. Commercial supplies are augmented by local garden supplies in the summer season.

Fall Crop: The 1957 acreage-marketing guides for the 26 fall crop States total 818,290 acres and 143.8 million hundredweight, respectively. A reduction of 7 percent in total acreage of fall potatoes is recommended. In 13 of the 26 fall States recommendations are that 1958 plantings equal those of 1957; a cut in acreage is recommended in 15 States or areas. Acreage reductions are recommended for most major areas of production, excepting Upstate New York, Pennsylvania, Wisconsin and Michigan. A cut of 4 percent in total acreage in the 8 Eastern fall States is recommended. An acreage cut of 9 percent is suggested for the 9 Central fall States and 7 percent in the 9 Western fall States. Although substantial reductions in acreage are recommended in some of the fall crop States, the 1958 guide acreage, assuming recent average yield per acre by States, would result in a 1958 production in the affected States at least equal to the 1951-56 average production. The price level for fall crop marketings during the 1958-59 season will be largely dependent upon the level of fall production. The 1958 fall crop marketing guide of 143.8 million hundredweight would provide ample supplies to fill requirements for food and seed.

## VII.

### HIGHLIGHTS OF THE POTATO INDUSTRY

Potatoes are grown in every State, but the bulk of production is in relatively few States. The combined production of the 1957 crops of Maine, California, Idaho, and New York totaled 122 million hundredweight. This represented 51 percent of the total crop of 236 million hundredweight. Potatoes are harvested every month of the year. About 3 percent of the crop is harvested in winter, 12 percent in spring, 18 percent in summer, and 66 percent in the fall.

The crop marketing season for potatoes extends over a period of 20 months. The California 1958 winter crop started moving to market in November 1957. Marketing of the 1958 crop in Maine will begin in the fall of 1958 and normally may be expected to terminate in June 1959. Winter and spring crop marketings complement storage stock marketings in the late winter and early spring. Over 400,000 carlot equivalents of food and seed potatoes move through the channels of distribution in a 12-month period. Chicago and New York City are the two most important terminal markets for potatoes. The two cities in turn serve secondary markets.

Domestic production consists of round white, round red, and long type varieties. The bulk of production consists of round type potatoes. Long type potato production predominates in the West, particularly in Idaho, Oregon, Washington and California. Round white and round red type potato production predominates in other areas.

Since the turn of the century the largest acreage of potatoes occurred in 1922



when 3.9 million acres were harvested. Except for short-term upsurges in the mid 1930's and during World War II, acreage has shown a downward trend during the past 25 years. Since 1954, acreage has fluctuated around 1.4 million acres.

The reduction in potato acreage was accompanied by an upward trend in average yield per acre. Average yield held below 100 hundredweight through 1945. Yield increased to 116 hundredweight in 1946, to 151 hundredweight in 1953 and to over 170 hundredweight in 1956 and 1957. The 1956 average yield of 175.9 hundredweight per acre was record high. Higher yields now, as compared with a decade ago, are the result of decline in marginal acreage, use of specialized machinery and equipment, improvement in seed stock, and more extensive use of commercial fertilizers and insecticides.

Though potato production is scattered throughout the Nation, relatively few areas and relatively few farms within each area produce the bulk of the crop. In the 1954 Census of Agriculture 1,432,466 farms reported potato production. However, 5,510 farms, each growing 50 acres or more of potatoes, produced almost 53 percent of the crop. Between 1949 and 1954, the number of potato farms declined by 13 percent, but the large potato farms, those raising 50 or more acres of potatoes, increased 8 percent. The 1954 Census also showed that the higher yields are obtained on the larger potato farms.

Through the years, potato production has generally been equal to or in excess of market requirements. The only significant shortage in supply in recent years occurred during the first six months of 1952, following the small 1951 crop of 195.8 million hundredweight. The largest crop on record was the 1946 crop of 292.4 million hundredweight.

Per capita consumption of potatoes declined sharply after World War II. However, market requirements for food potatoes remained relatively stable as increments in population about offset declines in per capita consumption. Since 1953 per capita consumption has stabilized at slightly more than 100 pounds. Approximately 20 pounds out of each 100 pounds to be consumed from the 1957 crop will be consumed in processed form. Total consumption of processed food potatoes which includes chips, frozen French fried, dehydrated and canned has trended upward sharply in the past decade. The National Potato Council estimates that 27 million hundredweight of potatoes were used for potato chips from the 1956 crop; almost 6 million hundredweight were used for frozen French fried, and 3 to 4 million hundredweight were dehydrated.

The supply and price relationship of potatoes are such that a change in supply is accompanied by a larger change in price in the opposite direction. The relatively small 1951 crop of 195.8 million hundredweight was valued at almost 528 million dollars. In contrast, the 227 million hundredweight crop of 1955 was valued at about 402 million dollars. Market requirements for potatoes are relatively stable. Consumers do not materially increase or decrease quantities purchased in response to moderate changes in price.

### VIII. 1957 HIGHLIGHTS

During 1957, supplies of potatoes ranged from moderately to substantially in excess of market requirements. Storage stocks held by growers and local dealers on January 1, 1957 totaled 101.1 million hundredweight. These large holdings were supplemented by record 1957 winter and spring crop productions of 6.8 and 34.5 million hundredweight, respectively. Indicated supplies available to markets during the first six months of 1957 totaled 142.4 million hundredweight compared with 120.4 million hundredweight in the like period of 1956.

Approximately 13.3 million hundredweight (13 percent) of the January 1, 1957 storage holdings moved into Section 32 diversion outlets during the first half of 1957. Despite the heavy movement into diversion outlets - starch and livestock feed - a larger than usual quantity of storage potatoes remained for marketing in the spring of 1957. The substantial overlap of storage marketings combined with record spring crop supplies depressed spring prices to the lowest level since 1941. The U. S. average of prices received by farmers for potatoes during the first six months of 1957 ranged from \$1.24 to \$1.56 per hundredweight. During the first half of 1956, prices ranged from \$1.67 to \$4.42.

During the last half of 1957 supplies of potatoes were in better balance with market requirements than during the first half of the year. Production of early and late summer potatoes totaled 40.7 million hundredweight compared with 43.5 million hundredweight in 1956. The summer crop in the eastern States - particularly Virginia, New Jersey, Pennsylvania and lower New England - was reduced below expectations by hot, dry weather. Late summer production was 31.7 million hundredweight, 7 percent less than in 1956. Section 32 diversion programs were activated for the late summer crop in Washington, Idaho, Oregon, and Colorado. Diversions, principally in Washington, amounted to 1.3 million hundredweight, and accounted for 4 percent of total late summer production. During the summer prices averaged moderately higher than the low prices received in the spring of 1957, but substantially lower than the record high prices received in the summer of 1956.

Overlap of late summer supplies into the fall crop marketing season was smaller than usual. Fall crop production in 1957 totaled 154.2 million hundredweight, 7.5 percent less than the large 1956 fall crop, but almost 8 percent more than the 1951-55 average production. The smaller fall crop in 1957 as compared with 1956 was caused by lower average yields in eastern and central States, and a 3.5 percent reduction in total acreage for harvest.

Prices received by farmers held at moderate levels during the four months ending December 1957. Prices averaged about \$1.60 per hundredweight, and were moderately higher than in the like period of 1956. The market price structure was bolstered by the general good quality of fall crop supplies. Aggressive merchandising efforts in key areas in combination with the good quality helped sales. Supplies in the central states were in much better



balance with requirements than a year earlier. Section 32 diversion programs, put into operation in nine states in the fall of 1957, accounted for 9 percent of the total fall crop disposition up to January 1, 1958.

Potato truck receipts and rail unloads in the 20 leading metropolitan markets during the last six months of 1957 totaled over 26 million hundredweight compared with slightly less than 23 million hundredweight during the same period in 1956. The increase in receipts and unloads in 1957 was probably caused by expansion in demand in the channels of distribution, as well as the good quality of the fall crop which aided sales.

In January 1958 potato supplies were well within the capacity of available outlets. Potato markets and marketing should show a high degree of stability into spring. Continued stability will be dependent upon growers making moderate reductions in acreage so that the resulting production will be in balance with market requirements.

#### IX. THE POTATO INDUSTRY IN SELECTED PRODUCTION AREAS

Maine: Soil and climatic conditions in Maine are highly favorable to potato production. Production potential is such that crops much larger than that of 1957 could be grown. However, demand in market outlets establishes an economic limit to production. In recent years food and seed outlets combined have been using approximately 25 million hundredweight of Maine potatoes. Such demand for food and seed as well as allowances for shrinkage and loss was translated into the 1958 acreage guide for Maine of 130,500 acres, 5 percent less acreage than was planted in 1957, and 9 percent less than the 1952-56 average plantings.

In 1957, plantings totaled 138,000 acres, a decrease of 6 percent from the 1956 plantings of 147,000 acres, but 2 percent more than the 1957 guide of 135,500 acres. Plantings ranged from 141,000 acres to 147,000 acres from 1952-1956. (Figure 2).

Yield per acre in 1957 was 230 hundredweight, the third highest annual yield for the State. The record yield of 288 hundredweight per acre was obtained in 1950, and the 1956 yield of 284 hundredweight per acre was second high.

Maine is the leading State in potato production. The 1957 production totaled 38.6 million hundredweight and represented 16 percent of the U. S. crop. (The production included over 19 million hundredweight of certified seed - more than half of U. S. certified seed production). Maine produced a crop of 41.7 million hundredweight in 1956 and 35.8 million hundredweight in 1955.

Potato marketings in Maine are regulated by a Federal marketing agreement and order. For the 1957-58 marketing season, shipments of round white potatoes must be U. S. No. 1 grade, 2 1/4 inches minimum to 4 inches maximum diameter; long varieties must be U. S. No. 1 grade, size A, 2 inches minimum diameter or 4 ounces minimum weight, or if U. S. No. 2 grade, 5 ounces minimum weight.

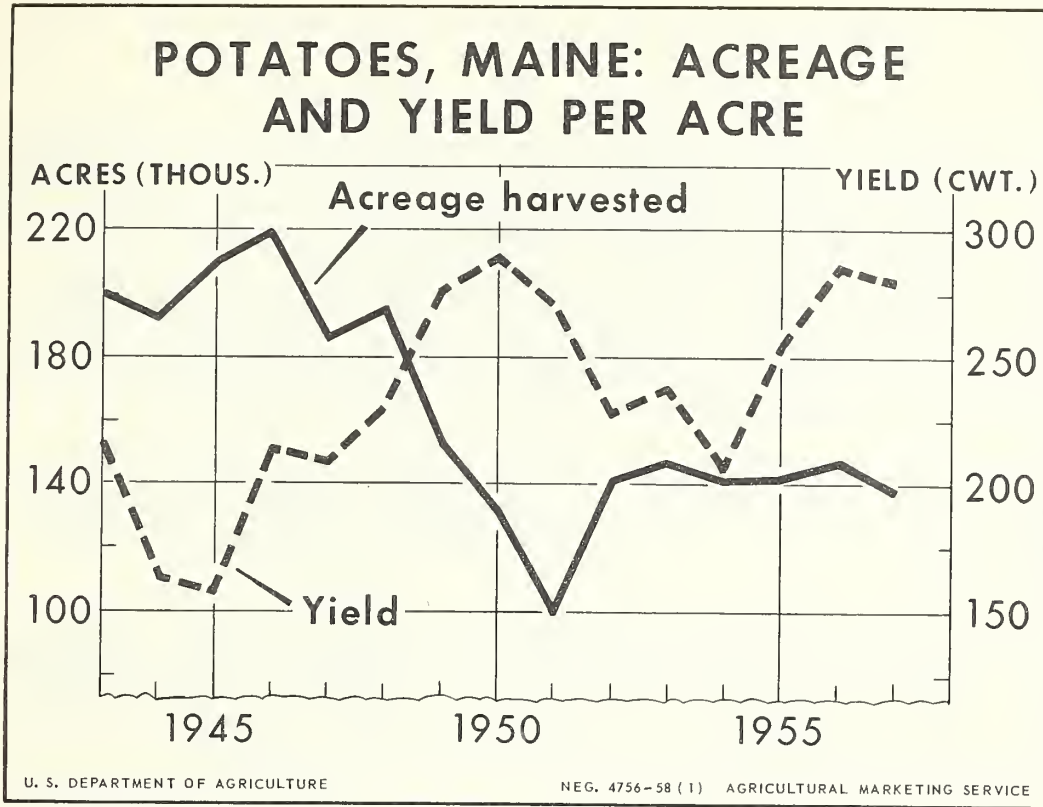


Figure 2

About 90 percent of the 1957 crop consisted of round white varieties and 10 percent long varieties (Russet Burbank). This season Maine was successful in its efforts to ship a larger proportion of the crop during the fall and early winter. Most of the crop is marketed between January 1 and April 30. Shipments from the State usually peak in March when heavy movement of seed supplements movement into food outlets.

Section 32 diversion programs were in operation for the 1953-57 crops. Relatively small quantities were diverted to starch and livestock feed under the 1953 and 1954 programs. Total diversion of "Specification A" potatoes (2 inch minimum diameter and U. S. No. 2 quality or better) and culls under the 1955 and 1956 programs amounted to 7.1 and 12.6 million hundredweight, respectively. A freeze hit part of the crop at harvest time in 1956 and the frosted stock was subsequently diverted. Through mid-January 1958, Maine had diverted 2.4 million hundredweight of 1957 crop potatoes.

The 1957 crop in Maine was of generally good quality. The good quality and reduced production in 1957, as compared with 1956, resulted in higher prices for 1957-58 marketings. The value of the 1957 Maine crop at the farm level, as distinct from the wholesale or retail level, is tentatively estimated at

almost 60 million dollars. The larger 1956 crop was valued at 50.5 million dollars.

Idaho: Idaho is the leading State in potato acreage and second only to Maine in production. Potato production has trended upward in recent years. A significant portion of the production increase resulted from increase in demand from food processing plants in the State. The combined food and seed outlet for Idaho potatoes approximates 25 million hundredweight per crop year. Such demand for Idaho potatoes for food and seed as well as allowances for shrinkage and loss was translated into the 1958 acreage guide for Idaho of 164,780 acres, 7.6 percent less acreage than was planted in 1957, but almost 1 percent more than the 1952-56 average plantings. Slightly over 5 percent of the acreage is harvested in the late summer.

Plantings amounted to 178,300 acres in 1957 compared with 180,300 acres in 1956, and the 1957 guide of 162,950 acres. Acreage planted held within a relatively narrow range in the past 3 crop seasons. Acreage abandonment or loss was small.

The 1957 yield per acre of 201 hundredweight was record high and compares with 187 hundredweight in 1956, and the 1951-55 average of 185 hundredweight. (Figure 3). Additional new land was planted to potatoes in Idaho in 1957, but this increase was offset by a decline in acreage on older established farms. This shift in acreage contributed to the record yield.

The 1957 production was record high and totaled 35.6 million hundredweight, compared with 33.1 million hundredweight in 1956 and the 1951-55 average of 28.1 million hundredweight. Most of the production consists of the long variety or Russet Burbank type potato. Round red, round white and long white varieties of potatoes are grown for late summer markets.

Idaho operates under a Federal marketing agreement and order. This order also covers the Malheur County, Oregon production area. Regulations issued under the order are tailored to meet marketing conditions such as difference in varieties marketed and the time of the marketing season. For the 1957-58 marketing season, long varieties, which account for the bulk of the commercial shipments, must be U. S. No. 2 or better grade, 2 1/8 inches minimum diameter or 4 ounces minimum weight, or U. S. No. 2 grade, size A, 2 inches minimum diameter or 4 ounces minimum weight.

Interstate shipments of Idaho potatoes approximate 18 million hundredweight per year. Chicago, Los Angeles, and New York City are the leading terminals in unloads. The quantity marketed during the fall and winter is fairly uniform from month to month.

Idaho processed almost 6.4 million hundredweight of 1956 crop potatoes for flour and other food products. An additional 3.1 million hundredweights were processed into starch and a substantial quantity was fed to livestock. Section 32 diversion programs were in operation for the 1953, 1955, 1956 and



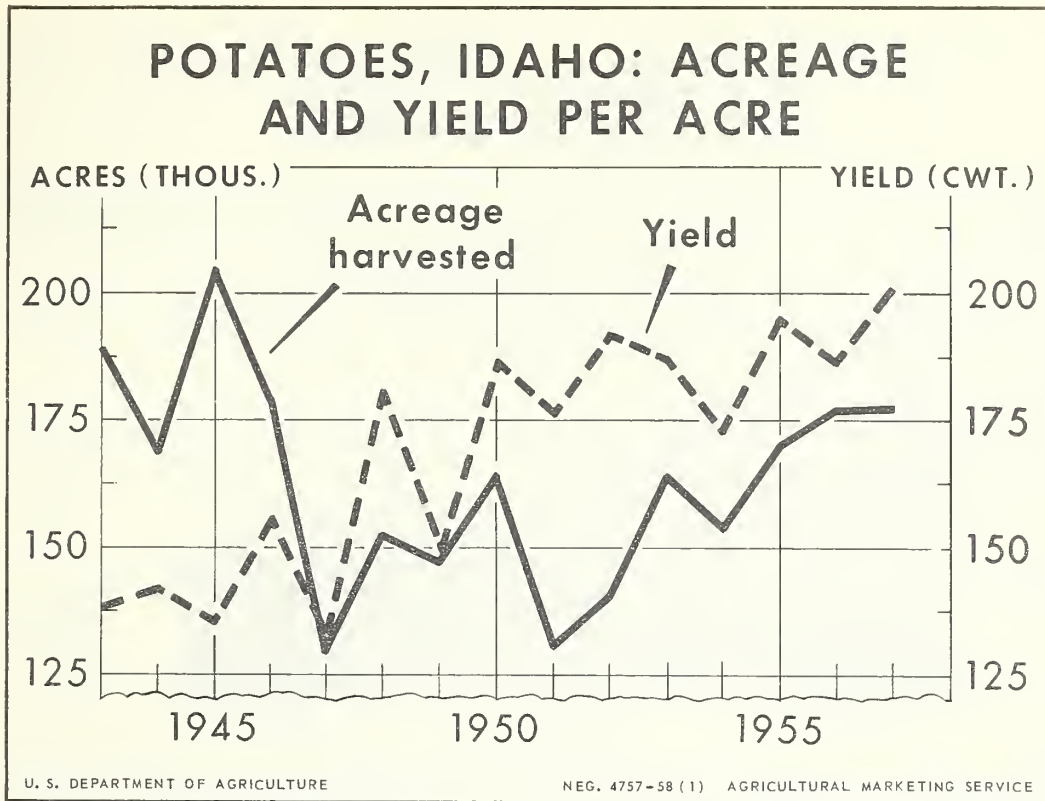


Figure 3

1957 crops. A relatively small quantity was diverted from the 1953 crop. Diversions from the 1955 and 1956 crops, including culls, totaled 1.6 and 2.3 million hundredweight respectively. About 2.8 million hundredweight of 1957 crop had been diverted as of mid-January 1958.

The 1956 crop was valued at 38 million dollars. The 1957 crop is estimated tentatively at almost 50 million dollars. Relatively low prices were received by Idaho farmers for potatoes during the 1956-57 marketing season. This season, prices are higher as supplies in some of the competing production areas are substantially lower than last season.

New York - Long Island: About 60 percent of New York State potato acreage is located on Long Island. (Figure 4). Acreage in Upstate New York has trended downward since 1937. Acreage on Long Island trended downward less sharply and, since 1953, has exceeded that in the Upstate area. Market requirements for Long Island potatoes approximate 10 million hundredweight per marketing season. The 1958 acreage guide for the late summer crop is 19,000 acres, equal to that in 1957. The 1958 fall guide is 27,750 acres, 10 percent less than 1957. The total 1958 guide is 46,750 acres.

Plantings totaled 51,000 acres in 1957. This equaled the acreage planted in

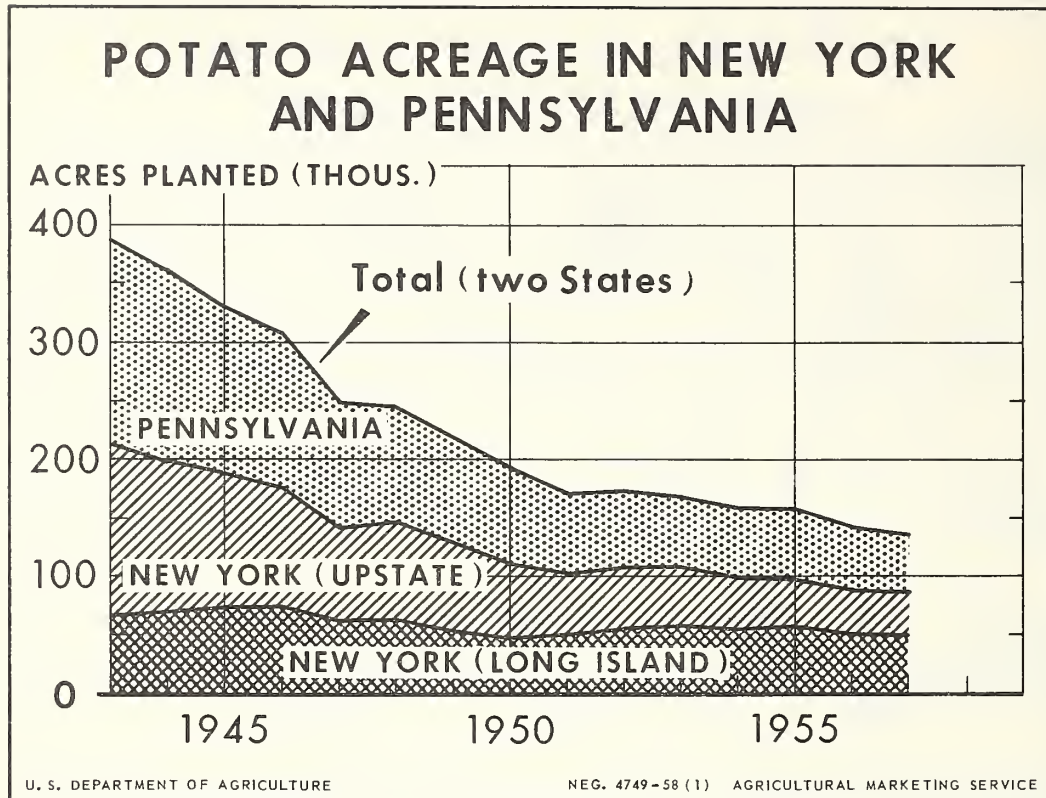


Figure 4

1956, but was 7 percent more than the 1957 guide of 47,660 acres. The area grows a late summer and fall crop. However, harvesting is generally continuous from mid-July into the fall months. Well over 90 percent of the acreage is in Suffolk County. Most of the acreage is planted to round white varieties. Approximately three-fourths of the acreage is irrigated.

Yield per acre in 1957 was 211 hundredweight compared with the 1956 area record of 226 hundredweight, and the 1951-55 average of 201 hundredweight. Yields have held relatively stable in recent years because of irrigation. However, hot, dry weather during the 1957 growing season resulted in limited supplies of water for irrigation, and yields were reduced.

The 1957 production amounted to 10.8 million hundredweight compared with 11.5 in 1956 and 11.7 million hundredweight in 1955. The area produced 4.5 percent of the 1957 U. S. crop. The crop is marketed in the Middle Atlantic and New England States, and in Ohio and Pennsylvania. Substantial quantities are exported to Caribbean and South American Countries. Most of the crop is marketed prior to January 1.

Shipping point prices this season have held relatively stable, ranging from \$1.70 to \$2.40 per hundredweight, with most sales at \$2.00 to \$2.25. Prices trended upward as the marketing season advanced.

New York - Upstate: Most of the Upstate acreage is in western New York. The most concentrated area of production is in Steuben County. Acreage has been on a downward trend since 1937. Plantings were in excess of 150,000 acres in the 1930's, and in excess of 100,000 acres through 1946. The downward trend in acreage was gradual in the past decade. The 1957 planting of 35,000 acres was record low. The 1958 acreage guide is 35,000 acres.

Yield per acre was 170 hundredweight in 1957 compared with 190 hundredweight in 1956 and the 1951-55 average of 157 hundredweight. Yields in Upstate have held near the U. S. average, but have been less than those obtained in most other major production areas.

The 1957 production was almost 6 million hundredweight compared with 7.2 million hundredweight in 1956, and the 1951-55 average of 7.8 million hundredweight. Production in 1957 was slightly over half that produced on Long Island.

Most of the crop is trucked to nearby markets. The volume moving to potato chip manufacturers has increased sharply in recent seasons. Shipping point prices during the current marketing season have averaged moderately higher than during the 1956-57 season.

New Jersey: Potato acreage has trended downward since 1944. Acreage has been shifted to the production of other crops, such as small grain. The 1958 acreage guide is 17,500 acres, equal to that planted in 1957, but 24 percent less than the 1952-56 average.

Yield per acre in 1957 was 185 hundredweight compared with 210 hundredweight in 1956 and the 1951-55 average of 148 hundredweight. Most of the commercial acreage has irrigation facilities. Hot, dry weather in 1957 limited the quantity of water for irrigation and yields were reduced.

Production totaled 3.2 million hundredweight in 1957 compared with 3.6 million hundredweight in 1956 and the 1951-55 average of 3.7 million hundredweight. Most of the crop is marketed during the late summer in competition with Long Island and eastern Pennsylvania supplies.

Prices received by New Jersey farmers for potatoes averaged \$1.91 per hundredweight in 1957 compared with \$2.36 per hundredweight in 1956. Although 1957 crop in New Jersey was smaller than in 1956, supplies in competing areas in 1957 were larger.

Virginia: Most of the crop is produced on the Eastern shore and in the Norfolk area and marketed from mid-June through July. The predominant variety is the Irish Cobbler; a few red varieties also are produced. Acreage



on the Eastern Shore has held within a relatively narrow range from 1949 - to 1957 - from 17,600 acres (1954) to 24,300 acres (1950).

The 1958 acreage guide for Virginia is 35,090 acres compared with 1957 plantings of 36,100 acres, and the 1952-56 average of 35,820 acres. A 3 percent reduction is recommended in 1958 early summer plantings as compared with 1957. No change in acreage is recommended for late summer plantings.

The 1957 average of prices received by Virginia farmers for potatoes was \$1.61 per hundredweight. This compares with the near-record high of \$4.70 per hundredweight received in 1956. Supplies in competing areas were much lower in 1956 and movement to markets was erratic. Prices received for Virginia potatoes are greatly dependent upon timing of the Virginia harvest as well as the extent in overlap of late spring marketings from other States.

Minnesota and North Dakota: The bulk of the potato crop in Minnesota and North Dakota is grown in adjoining areas in the Red River Valley. According to the 1954 Census of Agriculture, 70 percent of the Minnesota crop and over 95 percent of the North Dakota crop was produced in the Red River Valley area.

The 1957 crop in the Valley was damaged by heavy rains in September and by freezing weather during harvest; some acreage was abandoned and yields on the remaining acreage were reduced. Yields were reduced by hot, dry weather in 1955. The production cutback following adverse weather resulted in relatively high price levels at shipping points in the 1955-56 and 1957-58 marketing seasons.

The 1958 acreage guide for the Red River Valley area recommends 15 percent less acreage than was planted in 1957. However, the 1958 planted acreage guide for fall crop potatoes in Minnesota and North Dakota is approximately equal to the acreage harvested in 1957 in each State. The 1958 guide for the Minnesota late summer crop is 4,660 acres, 9 percent less acreage than was planted in 1957. Assuming recent average yields, the proposed changes in acreage would result in a 1958 production in each state slightly higher than the 1951-56 average.

Red River Valley production in 1957 was approximately 14.8 million hundredweight compared with the large 1956 crop of 20 million hundredweight, and the 1955 crop of 13.3 million hundredweight. The Valley produced almost 10 percent of the 1957 U. S. fall crop. As usual, the bulk of the production consisted of red varieties. The Valley potato growers adopted a Federal marketing agreement and order in 1957. No regulations have been issued under the Federal order for the 1957-58 marketing season.

Colorado: More than half of the crop in Colorado is produced in the San Luis Valley. About 40 percent is produced in the Greeley district in Northern Colorado. Relatively small production areas are located on the Western Slope and in the Arkansas Valley.

The 1957 planted acreage totaled 57,000 acres, slightly more than was planted in 1956. The 1958 acreage guide for the late summer crop is 10,300 acres, 14 percent less than was planted in 1957. The 1958 guide for the fall crop is 43,590 acres 3 percent less than the 1957 planted acreage. Such acreages, assuming recent average yields for the seasonal crops, would result in a 1958 production approximately equal to the 1951-56 average. Late summer crop yields in 1957 were considerably below average. Fall crop yields were slightly higher than average.

Colorado produced 10.9 million hundredweight in 1957 - almost 5 percent of the U. S. crop. Production was moderately higher than in the previous year and higher than average. Most of the production consists of red varieties. However, Russet Burbank type and round white varieties also are produced.

Section 32 diversion programs were put into operation for the 1955, 1956 and 1957 crops. About 539,000 hundredweight of Colorado potatoes were diverted from the 1955 crop and 975,000 hundredweight from the 1956 crop. A starch processing plant is located in the San Luis Valley.

Prices received by Colorado farmers during the 1957-58 marketing season are expected to average moderately to substantially higher than in the 1956-57 season because of reduced supplies of red potatoes in the Red River Valley.

Washington: Most of the potato acreage is in the southeastern part of the State and is concentrated in the Counties of Yakima, Benton and Grant. About four-fifths of the crop consists of the Russet Burbank type. Red and white varieties are grown for late summer harvest. Potato production in the State increased sharply in 1955 when new land areas were brought into cultivation.

The 1958 acreage guide for the late summer crop is 18,275 acres, 15 percent less than was planted in 1957. The 1958 guide for the fall crop is 15,725 acres, also 15 percent less than was planted in 1957. The total plantings in 1957 were 40,000 acres compared with 42,000 acres in 1956 and the 1951-55 average of 30,200 acres.

Yield per acre in 1957 was 248 hundredweight per acre compared with 244 hundredweight in 1956 and the 1951-55 average of 246 hundredweight. Washington ranked third in average yield in 1957. Maine ranked first with 280 hundredweight, followed by California with 272 hundredweight.

Production totaled 9.9 million hundredweight in 1957 compared with 10.3 million hundredweight in 1956, and the 1951-55 average of 7.4 million hundredweight. About 55 percent of the production is harvested in the late summer - 45 percent in the fall months.

Prices received by Washington growers for potatoes in the 1957-58 marketing season have averaged moderately below prices received in 1956-57. In 1956 and 1957 prices for Washington supplies trended downward during the late



summer and early winter. Large supplies in Washington and competing north-western production areas depressed prices in both marketing seasons.

Section 32 diversion programs were put into operation for the 1955-57 crops. Diversions to starch and livestock feed outlets from the 1955 fall crop totaled 33,000 hundredweight, and for the 1956 fall crop, 734,000 hundredweight. Supplies were diverted from the 1957 late summer crop as well as the fall crop. As of mid-January 1958 diversions from the combined crops totaled 1,740,000 hundredweight. Washington has one starch processing plant.

In recent years Washington growers have expanded potato storage capacity. This has resulted in an upward trend in the level of stocks as of January 1. Stocks as of January 1, 1958 were moderately higher than the previous year, and substantially higher than the 1952-56 average.

Oregon: Most of the acreage for late summer harvest is in Malheur County. The fall crop is produced in the Klamath Basin and central Oregon areas. Marketings are regulated under a Federal order. This order covers all of the Oregon production area, except Malheur County, and Modoc and Siskiyou Counties in California.

Total acreage has held within a relatively narrow range since 1953. However, yield per acre and production have trended upward. Record high yields and production were obtained in 1957.

The 1958 acreage guide for the late summer crop is 10,500 acres, equal to the acreage planted in 1957. The 1958 acreage guide for the fall crop is 25,015 acres, 7 percent less than in 1957. The total 1958 guide is 35,515 acres, 5 percent less than the 1957 plantings of 37,500 acres and 2 percent less than the 1951-55 average of 36,200 acres.

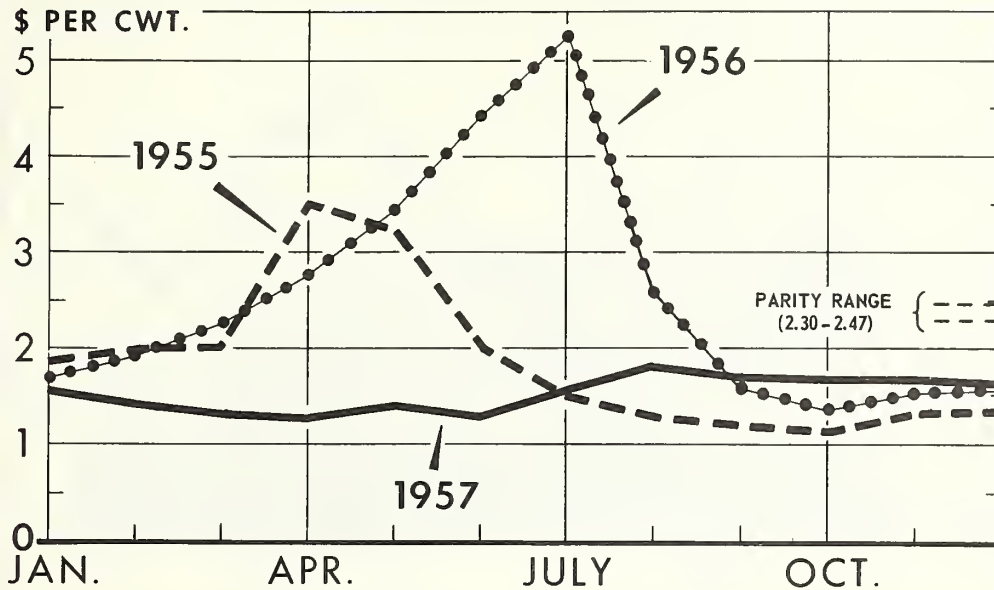
The 1957 production was 8.7 million hundredweight compared with 8.5 million hundredweight in 1956 and the 1951-55 average of 7.5 million hundredweight. About three-fourths of the crop is harvested in the fall.

Prices received by Oregon growers for potatoes during the 1957-58 marketing season have averaged slightly below those received in 1956-57. The 1957 crop is valued at 14.2 million dollars, 5 percent less than the 1956 valuation.

Section 32 diversion programs were put into operation for the 1955-57 crops. Diversions of 1955 crop potatoes to livestock feed outlets totaled 625,000 hundredweight and from the 1956 crop, 1,570,000 hundredweight. Through mid-January 1958, diversions from the 1957 crop totaled 905,000 hundredweight.

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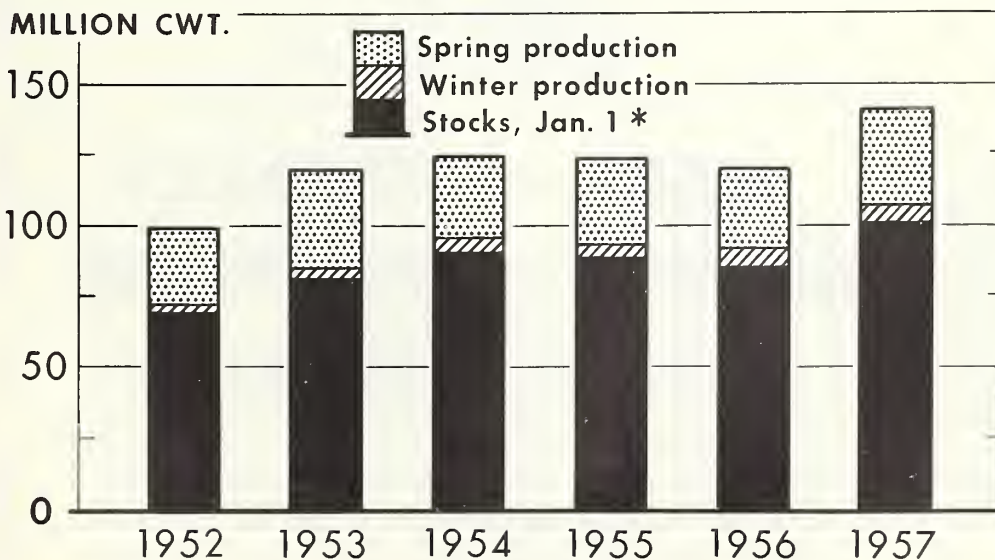
## POTATO PRICES RECEIVED BY FARMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4747-58 (1) AGRICULTURAL MARKETING SERVICE

## INDICATED SUPPLY OF POTATOES JANUARY 1 TO JUNE 30



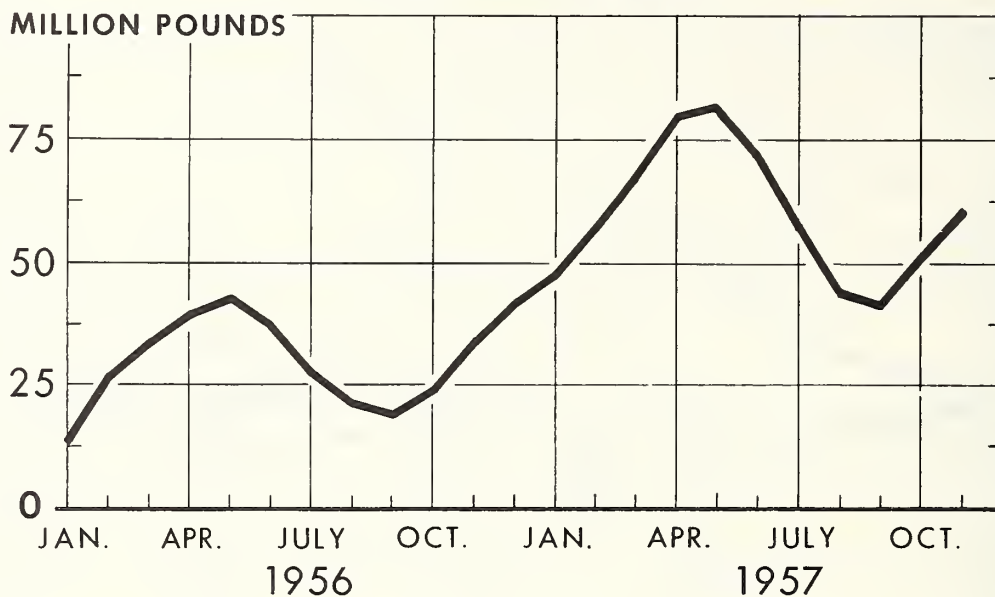
\* TOTAL STORAGE STOCKS HELD BY GROWERS AND LOCAL DEALERS IN 26 FALL CROP STATES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4752-58 (1) AGRICULTURAL MARKETING SERVICE

## FROZEN FRENCH-FRIED POTATOES

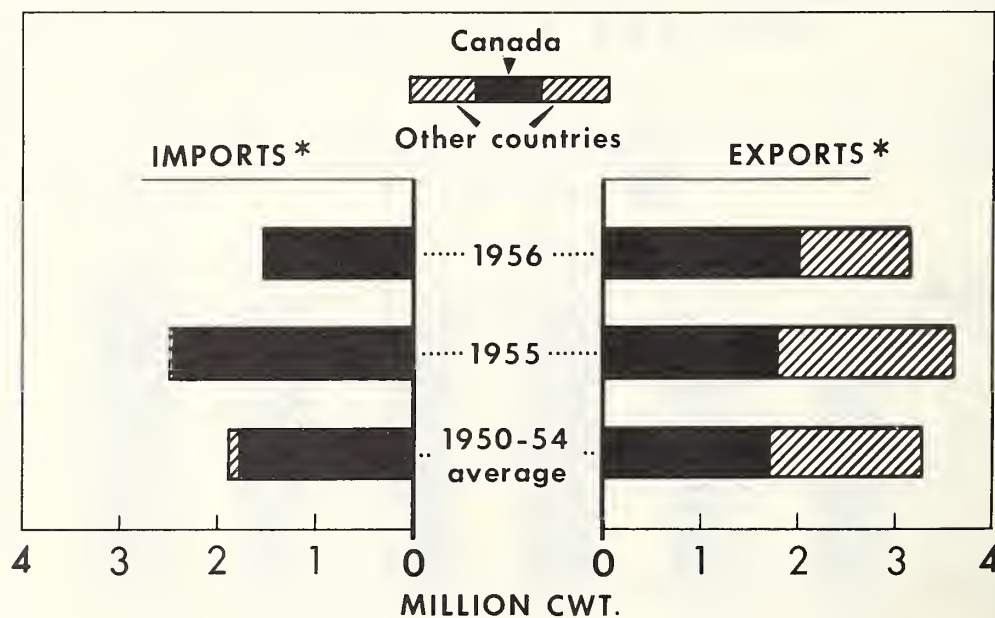
*End of Month Stocks in Cold Storage*



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4755-58 (1) AGRICULTURAL MARKETING SERVICE

## U. S. POTATO EXPORTS AND IMPORTS

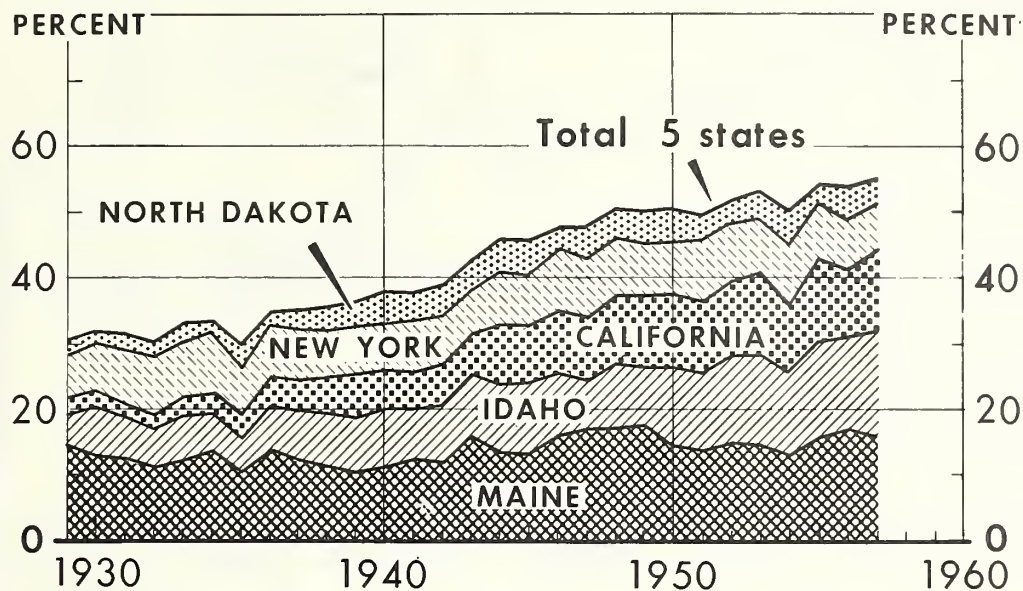


\* QUOTA YEAR BEGINNING OCTOBER 1

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4754-58 (1) AGRICULTURAL MARKETING SERVICE

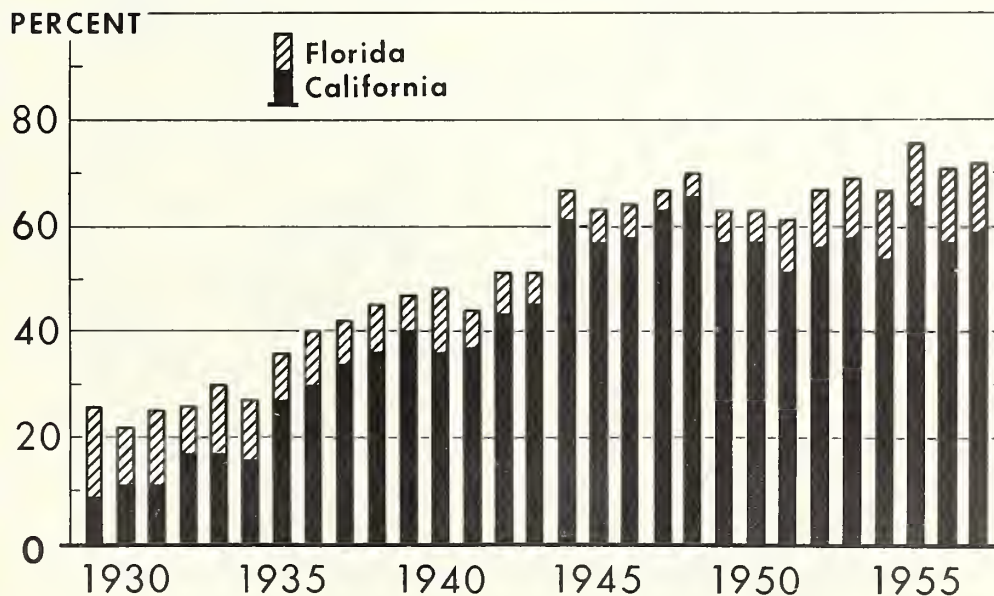
## FIVE STATES PRODUCED OVER HALF OF 1957 POTATO CROP



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4751-58 (1) AGRICULTURAL MARKETING SERVICE

## CALIFORNIA AND FLORIDA PRODUCE BULK OF SPRING CROP POTATOES

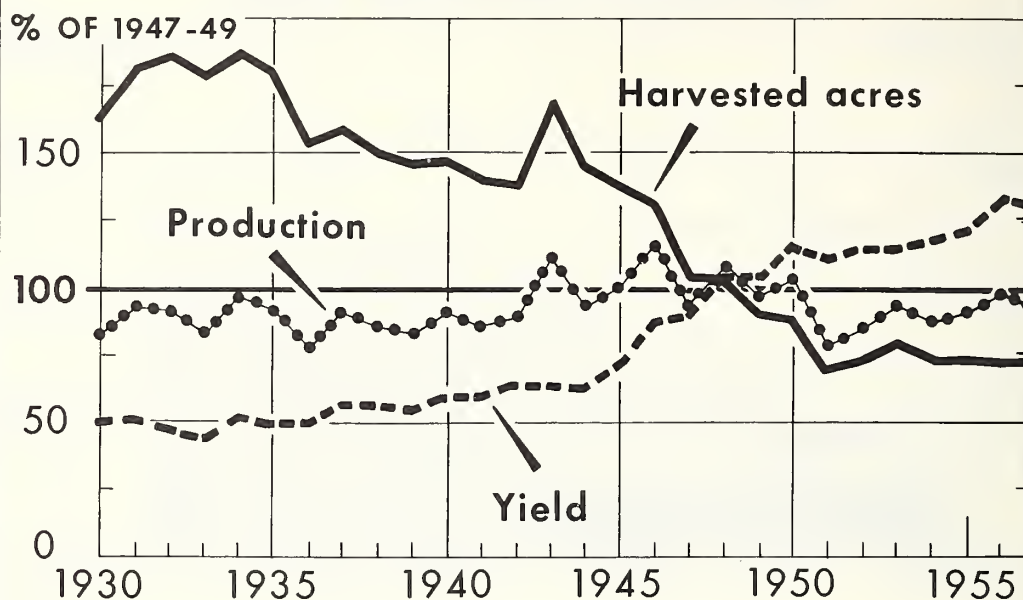


U. S. DEPARTMENT OF AGRICULTURE

NEG. 4750-58 (1) AGRICULTURAL MARKETING SERVICE



## INDEX OF POTATO ACREAGE, YIELD AND PRODUCTION



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3767-58 (1) AGRICULTURAL MARKETING SERVICE

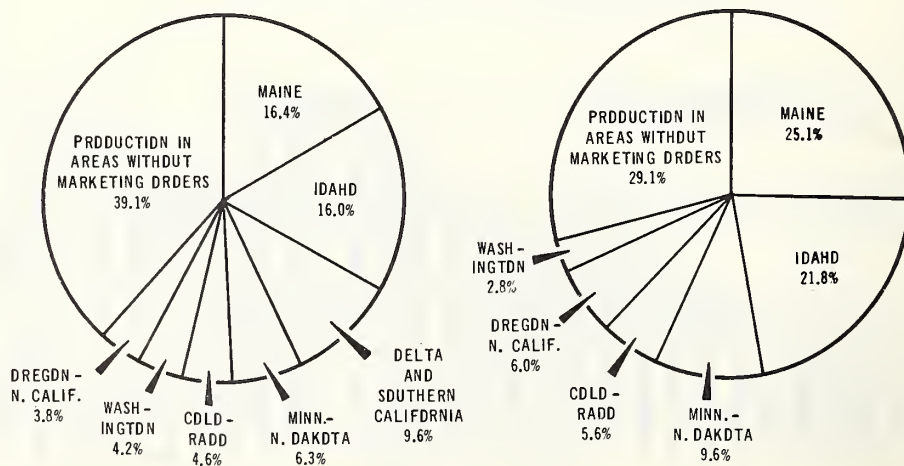
## BULK OF 1957 POTATO CROP

*Produced in Areas With Active Federal Marketing Orders*

**1957 U. S. CROP**  
236,268,000 CWT.

**1957 U. S. FALL CROP**  
154,228,000 CWT.

Percentage produced in marketing order areas



NOTE: THE DELTA AND SOUTHERN CALIFORNIA AREAS OPERATE UNDER A STATE MARKETING ORDER

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4753-58 (1) AGRICULTURAL MARKETING SERVICE



Potato Acreage and Production by Seasons, 1950-57 Crops

P L A N T E D A C R E A G E									
Season	1950	1951	1952	1953	1954	1955	1956	1957	
Thousand Acres									
Winter	22.9	22.6	17.4	27.1	21.3	30.2	34.1	46.0	
Spring	266.5	201.8	209.0	251.8	198.8	213.8	192.7	207.8	
Summer	385.7	342.1	330.5	337.3	308.1	304.0	291.1	285.3	
Fall	1,038.3	806.7	859.9	946.4	903.0	912.5	888.4	880.1	
U. S.	1,713.4	1,373.2	1,416.8	1,562.6	1,431.2	1,460.5	1,406.3	1,419.2	
P r o d u c t i o n									
Million cwt.									
Winter	3.3	3.3	2.8	4.0	3.7	5.2	5.3	6.8	
Spring	32.6	25.3	27.8	34.3	28.5	30.7	28.4	34.5	
Summer	49.1	41.4	39.4	42.1	41.2	42.7	43.4	40.7	
Fall	174.1	125.8	141.1	151.3	146.1	148.4	166.6	154.3	
U. S.	259.1	195.8	211.1	231.7	219.5	227.0	243.7	236.3	

